

PEOPLE FIRST, ALWAYS.

NPS NOTE:

IMPORTANTLY, NPS HAS A POSITIVE CORRELATION TO FUTURE GROWTH. FRED REICHEL'D'S ORIGINAL DATA HAS BEEN SUBSTANTIATED BY MANY INDEPENDENT RESEARCHERS AND ORGANIZATIONS AND IS A RELIABLE PREDICTOR OF GROWTH IN 79% OF INDUSTRIES**

FRED REICHEL'D AND ROB MARKEY HAVE ALSO SHOWN CONCLUSIVELY THAT IN ADDITION TO MEASURING AND TRACKING CUSTOMER LOYALTY, YOU NEED OPERATIONAL PROCESSES TO SUPPORT ACTION AND LEARNING BY FRONT-LINE EMPLOYEES. THESE PROCESSES REFLECT ASPECTS OF AFFINITY OF TEAM. REICHEL'D AND MARKEY ALSO ACKNOWLEDGE THAT A SUSTAINED COMMITMENT FROM LEADERS WHO MODEL INSPIRATIONAL BEHAVIORS IS FUNDAMENTAL THIS IS AFFINITY OF LEADERSHIP.